

COMMUNITY APPEARANCE SIGNS

City Council Retreat
January 27, 2015



Current Sign Ordinance

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Pros:

- Defines processes
- Regulates size, location and sign type
- Updated several times since incorporation

Current Sign Ordinance

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Cons:

- Doesn't adequately address aesthetics
- One size fits all
- Focused more on a suburban style
- Not appropriate for urban redevelopment
- Doesn't incorporate adequate illustrations and photos

Enforcement Update

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Last 2 years: ≈15 Non-conforming Signs removed

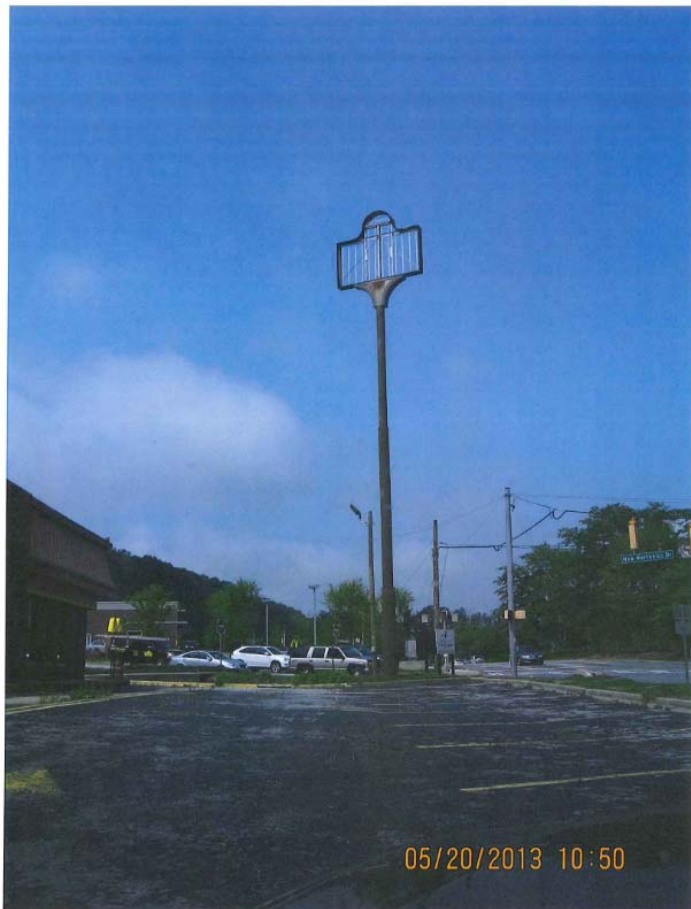
Some removed and replaced with monument signs

Unoccupied properties: signs removed

Enforcement Update

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- Former Wendy's – New Northside/Powers



Enforcement Update

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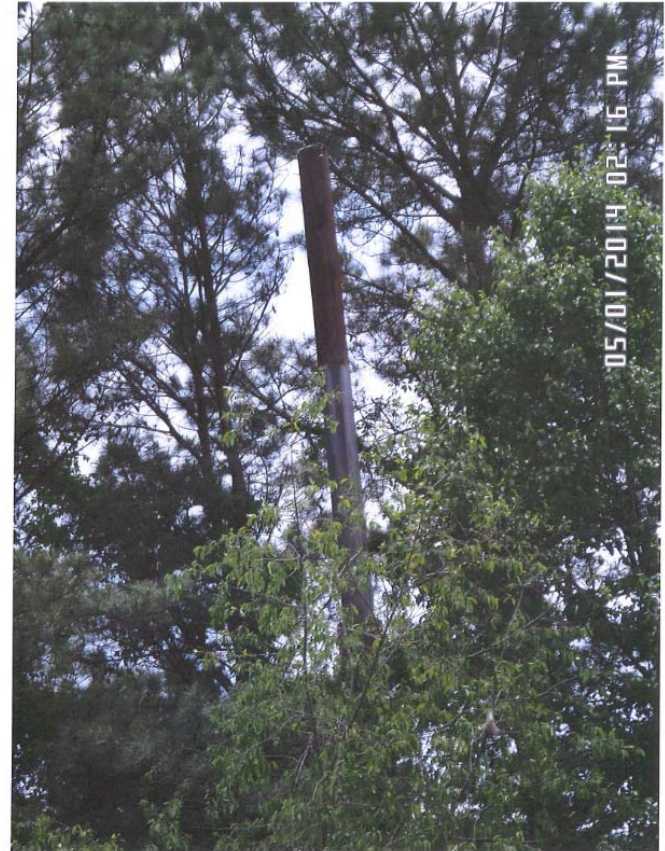
- Chevron at 5300 Roswell Road



Enforcement Update

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- 5525 Interstate North Parkway



Enforcement Update

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- Sidney Cleaners at 285 Mt. Vernon Highway



Enforcement Update

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- Sidney Cleaners at 285 Mt. Vernon Highway



Enforcement Update

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- Shell Gas Station at 6385 Roswell Road



Non-conforming Sign Replacement

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- 6569 Roswell Road



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Non-Conforming Signs

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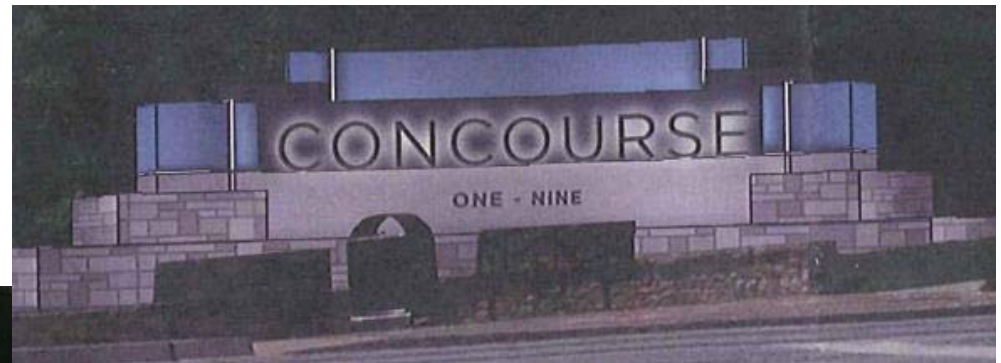
Continue to focus on Non-conforming Signs

Some jurisdictions require removal of Non-conforming Signs

Internal Illumination

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- 2014 Ordinance Amendment allows backlit signs in the Apartment, Townhouse, Office/Institutional and Mixed Use Zoning Districts



Internal Illumination

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- Allowed in Commercial and Industrial Districts



Monument Signs

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Lets Move From This:

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And This:

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To This (in City Center):

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Recommendations

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Develop sign standards per
“character area”

Start with City Center

Questions?

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